

Press Release

Viamedici EPIM and ontram provide for integrated translation management

Multilingual control of product information and processes

Berlin, 24 Jun 2010 – Translating multilingual product information in a corporation is about to become even more efficient: Viamedici Software GmbH and Andrä AG have developed interfaces that link the Enterprise Product Information Management System Viamedici EPIM with ontram, the web-based translation management software by Andrä AG. This allows translation and coordination processes to be accelerated and product information to be made available even more quickly to various target markets in the corresponding formats and languages.

Central data storage in a Product Information Management System (PIM) networks knowledge about products and significantly reduces the amount of time needed to create and produce catalogs, marketing materials and price lists. The quality of product information on web pages and shop systems also improves because the latest data are always accessible. Viamedici EPIM makes a wide variety of functions available for the intelligent networking of product information. Another important component is translation. For this Viamedici EPIM allows language comparisons as well as the import and export of translation data.

Interplay with a translation management system makes even more support available. In the process chain EPIM intelligently filters out the product data relevant for translation and passes them on to ontram. There the entire translation process including Translation Memory and project administration is completed and the result returned to EPIM.

Using ontram also makes it possible to integrate translation processes for data located outside of EPIM. Examples of such data include product-independent documents, presentations, and data in web content management systems.

Press Contact Partner:

Andreas Wegner, index Agentur
Tel.: +49 (0) 30 390 88 – 282
email: a.wegner@index.de

Press Release

Web-based integration by ontram

The link-up to the ontram translation solution significantly expands the available functions: It provides a full-fledged Translation Memory. EPIM and ontram are connected via an XML interface. It is not necessary to install ontram on the users' computers, since both ontram and EPIM are completely web-based applications.

ontram provides for consistent multilingual texts for companies like CLAAS, Metabowerke and Travian Games, and creates a unified workflow that can be accessed in real time by translators, participating country subsidiaries and project managers. The software allows the browser-based translation and editing of texts independent of source documents' format. The integrated scheduling module informs all participants about the progression of the project and ensures smooth cooperation.

Cost savings, quality improvement and faster time-to-market

The advantages of integrated translation management rapidly become apparent: "Our customers achieve considerable cost savings for publishing product information, through greatly reduced translation costs. In addition the project workflow becomes simpler and more transparent. What is more, the quality of the translated texts increases thanks to uniform terminology and a central translation memory," elaborates Sven Christian Andrä, Chairman of Andrä AG. Additional advantages are a faster time-to-market for multilingual product communication, greater independence from service providers, and the establishment of a comprehensive repository for terminology, language and knowledge.

3.555 characters (incl. spaces)

Ready to print photographic material available on request.

Press Contact Partner:

Andreas Wegner, index Agentur
Tel.: +49 (0) 30 390 88 – 282
email: a.wegner@index.de

Press Release

About Andrä AG

Andrä AG is headquartered in Swabian Straubenhardt, and maintains branch offices in Berlin, Karlsruhe and Weil im Schönbuch (Stuttgart) and San José (California, USA). Since its founding in 1999, Andrä AG has established itself as an independent service provider and manufacturer of sophisticated software products and supported companies in the systematic optimization of translation and adaptation processes. ontram, the Online Translation Management Framework by Andrä AG, is a user-friendly tool currently enjoyed by more than 2,000 users to process well over 10,000 translation tasks a year in any language. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables efficient translation management and a market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH, Metabowerke, Herbstreith & Fox, Travian Games, CLAAS and Raytheon Professional Services.

www.andrae-ag.com

About Viamedici Software GmbH

Viamedici, with international offices and a great number of renowned customers, is the leading software company for Product Information Management (PIM) and Cross-Media Publishing (CMP). Its core product suite is Viamedici EPIM (Enterprise Product Information Management), in which product data can be stored centrally and network intelligently. In addition to the main task of intelligent product management across an entire corporation, this product also makes it very simple to provide multilingual product information to a wide variety of target media such as catalogs, brochures, web CMS (Content Management System) and online shops.

www.viamedici.de

Press Contact Partner:

Andreas Wegner, index Agentur
Tel.: +49 (0) 30 390 88 – 282
email: a.wegner@index.de

Press Release

Press Contact Partner:

Andreas Wegner
index Agentur GmbH
Zinnowitzer Strasse 1
10115 Berlin, Germany
Tel.: +49 (0) 30 390 88 – 282
Fax: +49 (0) 30 390 88 – 199
eMail: a.wegner@index.de
www.index.de

Press Contact Partner:

Andreas Wegner, index Agentur
Tel.: +49 (0) 30 390 88 – 282
email: a.wegner@index.de